CONTRACT



Journal Broadcast Group 720 E Capitol Dr Milwaukee, WI 53212-1308 (414)332-9611

www.todaystmj4.com

And:

Crossroads Media LLC 1240 North Pitt Street Suite 300 Alexandria, VA 22314

	Contract / Revision		Alt Order #		
	360359	/		06860609	
Product					
Crossroads GPS					
Contract Dates	Estimate #				
10/09/12 - 10/15/12	1076				
Advertiser			Ori	ginal Date	/ Revision
Crossroads GPS			1	0/02/12	/ 10/03/12
	Billing Cycle	Billing	Cale	endar	Cash/Trade
	EOM/EOC Broadcast			Cash	
	Station	Account Executive Anjanette Brady		xecutive	Sales Office
	WTMJ			Brady	Petry-Philadelph
	Special Handl	ling			
	Demographic				
	Households				
	IDB#	Adverti	iser	Code	Product Code
		12			11
	Agency Ref			Advertiser	Ref

Spots/

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
N 1 WTMJ 10/09/12 10/09/12 Noon News Rotation Week: Start Date 10/08/12 Weekdays 2 - T 1 Spots/Week 2 - T 1	12n-1p <u>Rate</u> \$300.00	:30	NM 1	\$300.00
N 2 WTMJ 10/10/12 10/10/12 Noon News Rotation Week: Start Date 10/08/12 End Date 10/14/12 Weekdays - W 1 Spots/Week	12n-1p <u>Rate</u> \$300.00	:30	NM 1	\$300.00
N 3 WTMJ 10/11/12 10/11/12 Noon News Rotation Week: Start Date 10/08/12 End Date 10/14/12 Weekdays 10/14/12 Spots/Week 10/14/12	12n-1p <u>Rate</u> \$300.00	:30	NM 1	\$300.00
N 4 WTMJ 10/12/12 10/12/12 Noon News Rotation Week: Start Date 10/08/12 Weekdays Foots/Week Foots Foots/Week Foots Foots/Week Foots F	12n-1p <u>Rate</u> \$300.00	:30	NM 1	\$300.00
N 5 WTMJ 10/15/12 10/15/12 Noon News Rotation Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 M 1	12n-1p <u>Rate</u> \$300.00	:30	NM 1	\$300.00
N 6 WTMJ 10/14/12 10/14/12 Live at Daybreak-Sun. 8a-9 Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 S 1	a 8am-9am <u>Rate</u> \$350.00	:30	NM 1	\$350.00
N 7 WTMJ 10/09/12 10/09/12 Live at 4:30 News Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 -T 1	430p-5p <u>Rate</u> \$500.00	:30	NM 1	\$500.00
N 8 WTMJ 10/10/12 10/10/12 Live at 4:30 News Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 W 1	430p-5p <u>Rate</u> \$500.00	:30	NM 1	\$500.00
N 9 WTMJ 10/11/12 10/11/12 Live at 4:30 News Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 T 1	430p-5p <u>Rate</u> \$500.00	:30	NM 1	\$500.00
N 10 WTMJ 10/12/12 10/12/12 Live at 4:30 News Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 F 1	430p-5p <u>Rate</u> \$500.00	:30	NM 1	\$500.00
N 11 WTMJ 10/15/12 10/15/12 Live at 4:30 News Start Date End Date Weekdays Spots/Week 10/15/12 10/21/12 M 1	430p-5p <u>Rate</u> \$500.00	:30	NM 1	\$500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Contract Agreement Between: Print Date 10/04/12 Page 2 of 5



Journal Broadcast Group 720 E Capitol Dr Milwaukee, WI 53212-1308 (414)332-9611

Contract / Revision Alt Order # 360359 06860609 Contract Dates Product Estimate # 10/09/12 - 10/15/12 Crossroads GPS 1076 Original Date / Revision Advertiser

www.todaystmj4.com	-	Advertiser	Original Da	ate / Revis	
	[0	Crossroads GPS	10/02/12	2 / 10/	03/12
*Line Ch Start Date End Date Description	Start/End Tim	Spots/ ne Days Length Week Rate	Type	Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate				
N 12 WTMJ 10/14/12 10/14/12 Today Show Sunday	7a-8a	:30	NM	1	\$400.00
Start Date Week:End Date 10/08/12Weekdays 10/14/12Spots/Week 	Rate \$400.00				
N 13 WTMJ 10/09/12 10/09/12 Live at 3:00 News	3p-4p	:30	NM	1	\$200.00
Week: 10/08/12 End Date 10/14/12 Weekdays -T Spots/Week	Rate \$200.00				
N 14 WTMJ 10/10/12 10/10/12 Live at 3:00 News	3p-4p	:30	NM	1	\$200.00
Week: 10/08/12 End Date 10/14/12 Weekdays W Spots/Week	<u>Rate</u> \$200.00				
N 15 WTMJ 10/11/12 10/11/12 Live at 3:00 News	3p-4p	:30	NM	1	\$200.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 T 1	Rate \$200.00				
N 16 WTMJ 10/12/12 10/12/12 Live at 3:00 News	3p-4p	:30	NM	1	\$200.00
Start Date Week: 10/08/12End Date 10/14/12Weekdays FSpots/Week1	<u>Rate</u> \$200.00				
N 17 WTMJ 10/15/12 10/15/12 Live at 3:00 News	3p-4p	:30	NM	1	\$200.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 M 1	Rate \$200.00				
N 18 WTMJ 10/09/12 10/09/12 Live at 4:00 News	4p-430p	:30	NM	1	\$450.00
Week: 10/08/12 End Date Weekdays Spots/Week 10/14/12 -T 1	<u>Rate</u> \$450.00				
N 19 WTMJ 10/10/12 10/10/12 Live at 4:00 News	4p-430p	:30	NM	1	\$450.00
Start Date End Date Weekdays Spots/Week 10/08/12 10/14/12 W 1	Rate \$450.00		Ī		
N 20 WTMJ 10/11/12 10/11/12 Live at 4:00 News	4p-430p	:30	NM	1	\$450.00
Start Date End Date Weekdays Spots/Week	Rate				·
Week: 10/08/12 10/14/12 T 1 N 21 WTMJ 10/12/12 10/12/12 Live at 4:00 News	\$450.00	.20	NINA	4	\$450.00
Start Date End Date Weekdays Spots/Week	4p-430p Rate	:30	NM	1	\$450.00
Week: 10/08/12 10/14/12 F 1	\$450.00				
N 22 WTMJ 10/15/12 10/15/12 Live at 4:00 News	4p-430p	:30	NM	1	\$450.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 M 1	<u>Rate</u> \$450.00				
N 23 WTMJ 10/09/12 10/09/12 Today Show M-F	7a-9a	:30	NM	1	\$500.00
Start Date Week: 10/08/12End Date 10/14/12Weekdays -TSpots/Week1	<u>Rate</u> \$500.00				
N 24 WTMJ 10/10/12 10/10/12 Today Show M-F	7a-9a	:30	NM	1	\$500.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 W 1	Rate \$500.00				
N 25 WTMJ 10/11/12 10/11/12 Today Show M-F	7a-9a	:30	NM	1	\$500.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 T 1	Rate \$500.00				
N 26 WTMJ 10/12/12 10/12/12 Today Show M-F	7a-9a	:30	NM	1	\$500.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 F 1	Rate \$500.00				
N 27 WTMJ 10/15/12 10/15/12 Today Show M-F	7a-9a	:30	NM	1	\$500.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 M 1	Rate \$500.00				
N 28 WTMJ 10/14/12 10/14/12 Meet the Press	9am-10am	:30	NM	1	\$600.00
				•	¥000.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Contract Agreement Between: Print Date 10/04/12 Page 3 of 5



Start Date

Week: 10/08/12

End Date

10/14/12

Weekdays

Spots/Week

Journal Broadcast Group 720 E Capitol Dr Milwaukee, WI 53212-1308 (414)332-9611

Contract / Revision Alt Order # 360359 06860609 Contract Dates Product Estimate # 10/09/12 - 10/15/12 Crossroads GPS 1076 Original Date / Revision Advertiser

www.todaystmj4.com	<u>A</u>	auvertiser	Original Da		
www.coaysanja.com	c	Crossroads GPS	10/02/12 / 10/03/12		
*Line Ch Start Date End Date Description	Start/End Tim	Spots/ ne Days Length Week Rate	TypeS	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 S 1	Rate \$600.00				
N 29 WTMJ 10/09/12 10/09/12 Live at Daybreak-Early Start Date	5a-6a <u>Rate</u> \$300.00	:30	NM	1	\$300.00
N 30 WTMJ 10/10/12 10/10/12 Live at Daybreak-Early Start Date Week: 10/08/12 End Date 10/14/12 Weekdays W 1	5a-6a <u>Rate</u> \$300.00	:30	NM	1	\$300.00
N 31 WTMJ 10/11/12 10/11/12 Live at Daybreak-Early Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 T 1	5a-6a <u>Rate</u> \$300.00	:30	NM	1	\$300.00
N 32 WTMJ 10/12/12 10/12/12 Live at Daybreak-Early Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12	5a-6a <u>Rate</u> \$300.00	:30	NM	1	\$300.00
N 33 WTMJ 10/15/12 10/15/12 Live at Daybreak-Early Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 M 1	5a-6a <u>Rate</u> \$300.00	:30	NM	1	\$300.00
N 34 WTMJ 10/09/12 10/09/12 Live at 5 News Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 -T 1	5p-530p Rate \$1,000.00	:30	NM	1	\$1,000.00
N 35 WTMJ 10/10/12 10/10/12 Live at 5 News Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 W 1	5p-530p Rate \$1,000.00	:30	NM	1	\$1,000.00
N 36 WTMJ 10/11/12 10/11/12 Live at 5 News Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 T 1	5p-530p <u>Rate</u> \$1,000.00	:30	NM	1	\$1,000.00
N 37 WTMJ 10/12/12 10/12/12 Live at 5 News Start Date Hold Date Weekdays Spots/Week Week: 10/08/12 10/14/12F 1	5p-530p Rate \$1,000.00	:30	NM	1	\$1,000.00
N 38 WTMJ 10/15/12 10/15/12 Live at 5 News Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 M 1	5p-530p <u>Rate</u> \$1,000.00	:30	NM	1	\$1,000.00
N 39 WTMJ 10/09/12 10/09/12 Access Hollywood Start Date	630p-7p <u>Rate</u> \$500.00	:30	NM	1	\$500.00
N 40 WTMJ 10/10/12 10/10/12 Access Hollywood Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 W 1	630p-7p <u>Rate</u> \$500.00	:30	NM	1	\$500.00
N 41 WTMJ 10/11/12 10/11/12 Access Hollywood Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 T 1	630p-7p Rate \$500.00	:30	NM	1	\$500.00
N 42 WTMJ 10/12/12 10/12/12 Access Hollywood Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 F 1	630p-7p Rate \$500.00	:30	NM	1	\$500.00
N 43 WTMJ 10/15/12 10/15/12 Access Hollywood Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 M 1	630p-7p <u>Rate</u> \$500.00	:30	NM	1	\$500.00
N 44 WTMJ 10/09/12 10/09/12 Tonight Show	1035p-1137p	:30	NM	1	\$750.00

Rate

\$750.00

Contract Agreement Between: Print Date 10/04/12 Page 4 of 5



Journal Broadcast Group 720 E Capitol Dr Milwaukee, WI 53212-1308 (414)332-9611

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Contract / Revision Alt Order # 360359 06860609 Contract Dates Product Estimate # 10/09/12 - 10/15/12 Crossroads GPS 1076

Advertiser Original Date / Revision / 10/03/12 10/02/12 Crossroads GPS

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rat	e TypeS	Spots	Amount
N 45 WTMJ 10/10/12 10/10/12 Tonight Show Start Date End Date Weekdays Spots/Week	1035p-1137p Rate	:30	NM	1	\$750.00
Week: 10/08/12 10/14/12 W 1	\$75 0.00				
N 46 WTMJ 10/11/12 10/11/12 Tonight Show	1035p-1137p	:30	NM	1	\$750.00
Week:Start Date 10/08/12End Date 10/14/12Weekdays TSpots/Week1	<u>Rate</u> \$750.00				
N 47 WTMJ 10/12/12 10/12/12 Tonight Show Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 F 1	1035p-1137p Rate	:30	NM	1	\$750.00
Week: 10/08/12 10/14/12 F 1 N 48 WTMJ 10/15/12 10/15/12 Tonight Show	\$75 0.00	:30	NM	1	\$750.00
Start Date End Date Weekdays Spots/Week 10/15/12 10/21/12 M 1	Rate \$750.00	.30	INIVI	'	\$750.00
N 49 WTMJ 10/09/12 10/09/12 Late Night w/Jimmy Fallon	1137p-1236a	:30	NM	1	\$350.00
Start Date Week:End Date 10/08/12Weekdays -TSpots/Week1	Rate \$350.00				
N 50 WTMJ 10/10/12 10/10/12 Late Night w/Jimmy Fallon	1137p-1236a	:30	NM	1	\$350.00
Start Date Week:End Date 10/08/12Weekdays - WSpots/Week1	<u>Rate</u> \$350.00				
N 51 WTMJ 10/11/12 10/11/12 Late Night w/Jimmy Fallon	1137p-1236a	:30	NM	1	\$350.00
Week: Note: 10/08/12 End Date 10/14/12 Weekdays Spots/Week 10/08/12 Term 10/14/12 Spots/Week 10/14/12	<u>Rate</u> \$350.00				
N 52 WTMJ 10/12/12 10/12/12 Late Night w/Jimmy Fallon	1137p-1236a	:30	NM	1	\$350.00
Start Date Week:End Date 10/08/12Weekdays FSpots/Week	<u>Rate</u> \$350.00				
N 53 WTMJ 10/15/12 10/15/12 Late Night w/Jimmy Fallon	1137p-1236a	:30	NM	1	\$350.00
Week:Start Date 10/15/12End Date 10/21/12Weekdays MSpots/Week1	<u>Rate</u> \$350.00				
N 54 WTMJ 10/13/12 10/13/12 Saturday Night Live	1030p-1205a	:30	NM	1	\$1,000.00
Week: 10/08/12 End Date 10/14/12 Weekdays Spots/Week	<u>Rate</u> \$1,000.00				
N 55 WTMJ 10/09/12 10/09/12 Live at Daybreak	6a-7a	:30	NM	1	\$700.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/04/12 -T 1	Rate \$700.00				
N 56 WTMJ 10/10/12 10/10/12 Live at Daybreak	6a-7a	:30	NM	1	\$700.00
Start Date Week:End Date 10/08/12Weekdays WSpots/Week1	<u>Rate</u> \$700.00				
N 57 WTMJ 10/11/12 10/11/12 Live at Daybreak	6a-7a	:30	NM	1	\$700.00
Start Date Week:End Date 10/08/12Weekdays TSpots/Week1	<u>Rate</u> \$700.00				
N 58 WTMJ 10/12/12 10/12/12 Live at Daybreak	6a-7a	:30	NM	1	\$700.00
Week: 10/08/12 End Date 10/14/12 Weekdays Spots/Week 10/08/12	<u>Rate</u> \$700.00				
N 59 WTMJ 10/15/12 10/15/12 Live at Daybreak	6a-7a	:30	NM	1	\$700.00
Week:Start Date 10/15/12End Date 10/21/12Weekdays MSpots/Week1	<u>Rate</u> \$700.00				
N 60 WTMJ 10/09/12 10/09/12 Live at 6 News	6-630p	:30	NM	1	\$1,100.00
Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 -T 1	<u>Rate</u> \$1,100.00				
N 61 WTMJ 10/10/12 10/10/12 Live at 6 News	6-630p	:30	NM	1	\$1,100.00
Week: Start Date 10/08/12 End Date 10/14/12 Weekdays Spots/Week 10/08/12 10/14/12	Rate \$1,100.00				

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Journal Broadcast Group and its stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing advertising time from Journal Broadcast Group or its stations that is intended to discriminate on the basis of race or ethnicity.

Contract Agreement Between: Print Date 10/04/12 Page 5 of 5

Crossroads GPS



Journal Broadcast Group 720 E Capitol Dr Milwaukee, WI 53212-1308 (414)332-9611

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	Contract / Revision	Alt Order #
	360359 /	06860609
Contract Dates	Product	Estimate #
10/09/12 - 10/15/12	Crossroads GPS	1076
Advertiser	0	riginal Date / Revision

10/02/12 / 10/03/12

*Line Ch Start Date End Date Description	Start/End Time	Sp Days Length We	ots/ eek Rate	TypeS	pots	Amount
Start Date End Date Weekdays Spots/Week N 62 WTMJ 10/11/12 10/11/12 Live at 6 News Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 T 1	Rate 6-630p Rate \$1,100.00	:30		NM	1	\$1,100.00
N 63 WTMJ 10/12/12 10/12/12 Live at 6 News Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 F 1	6-630p <u>Rate</u> \$1,100.00	:30		NM	1	\$1,100.00
N 64 WTMJ 10/15/12 10/15/12 Live at 6 News Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 M 1	6-630p <u>Rate</u> \$1,100.00	:30		NM	1	\$1,100.00
N 65 WTMJ 10/14/12 10/14/12 Live at 10pm Sunday Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 S 1	10:35-11:00pm <u>Rate</u> \$1,800.00	:30		NM	1	\$1,800.00
N 66 WTMJ 10/13/12 10/13/12 Live at 10pm Saturday Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 S- 1	10p-1030p <u>Rate</u> \$1,800.00	:30		NM	1	\$1,800.00
N 67 WTMJ 10/09/12 10/09/12 Live at 10pm M-F Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 -T 1	10p-1035p <u>Rate</u> \$1,800.00	:30		NM	1	\$1,800.00
N 68 WTMJ 10/10/12 10/10/12 Live at 10pm M-F Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 W 1	10p-1035p <u>Rate</u> \$1,800.00	:30		NM	1	\$1,800.00
N 69 WTMJ 10/11/12 10/11/12 Live at 10pm M-F Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 T 1	10p-1035p <u>Rate</u> \$1,800.00	:30		NM	1	\$1,800.00
N 70 WTMJ 10/12/12 10/12/12 Live at 10pm M-F Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 F 1	10p-1035p <u>Rate</u> \$1,800.00	:30		NM	1	\$1,800.00
N 71 WTMJ 10/15/12 10/15/12 Live at 10pm M-F Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 M 1	10p-1035p <u>Rate</u> \$1,800.00	:30		NM	1	\$1,800.00
N 72 WTMJ 10/14/12 10/14/12 NFL Sunday Night Football Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 S 1	7:15pm-10:30pm Rate \$8,000.00	:30		NM	1	\$8,000.00
	_		Totals		72	\$56,200.00

Time Period	# of Spots	Gross Amount	Net Amoun
10/01/12 -10/15/12	72	\$56,200.00	\$47,770.00
Totals	72	\$56,200,00	\$47,770.00